



REFERENCES

Aguiar, A., & Szekut, A. (2019). BIG DATA AND TOURISM: opportunities and applications in tourism destination management. *Applied Tourism*, 4(2), 36. doi: 10.14210/at.v4n2.p36-47.

Belias, D., Sawsan, M., Rossidis, I., & Christos, M. (2021). The Use of Big Data in Tourism: Current Trends and Directions for Future Research. *Academic Journal of Interdisciplinary Studies*, 10(5), 357. doi: 10.36941/ajis-2021-0144.

Bantul Regency Tourism official. (2019). *Analisis Pasar Pariwisata Kabupaten Bantul*.

Bantul Regency Tourism official. (2019). *Kajian Length Of Stay Kabupaten Bantul*.

Chen, M., Mao, S., & Liu, Y. (2014). Big Data: A survey. *Mobile Networks and Applications*, 19(2), 171–209. <https://doi.org/10.1007/s11036-013-0489-0>

Darajat, A. S., & Susilowati, M. H. (2019). The stage of Tourism Object Development in bantul regency, special region of Yogyakarta, Indonesia. *IOP Conference Series: Earth and Environmental Science*, 311(1), 012046. <https://doi.org/10.1088/1755-1315/311/1/012046>

De Mauro, A., Greco, M., & Grimaldi, M. (2016). A formal definition of big data based on its essential features. *Library Review*, 65(3), 122–135. <https://doi.org/10.1108/lr-06-2015-0061>

Del Chiappa, G., & Baggio, R. (2015). Knowledge transfer in smart tourism destinations: Analyzing the effects of a network structure. *Journal of Destination Marketing & Management*, 4(3), 145–150. <https://doi.org/10.1016/j.jdmm.2015.02.001>

Fuchs, M., Höpken, W., & Lexhagen, M. (2014). Big data analysis to generate knowledge in tourism destinations – The case of Sweden. *Journal of Marketing Goals & Management*, 3(4), 198-209. DOI: 10.1016/j.jdmm.2014.08.002.

Gössling, S., & Peeters, P. (2015). Assessing Tourism's Global Environmental Impact 1900–2050. *Journal of Sustainable Tourism*, 23(5), 639–659.
<https://doi.org/10.1080/09669582.2015.1008500>

Hall, C. M., & Williams, A. M. (2008). Tourism and innovation.
<https://doi.org/10.4324/9780203938430>

Marines-Roig, E., & Anton Clavé, S. (2015). Tourism analysis with huge user-generated content: A case study of Barcelona. *Journal of Marketing Goals & Management*, 4(3), 162-172. DOI: 10.1016/j.jdmm.2015.06.004.

Martínez, R. M., Galván, M. O., & Lafuente, A. M. (2014). Public policies and tourism marketing. an analysis of the competitiveness on tourism in Morelia, Mexico and Alcala de Henares, Spain. *Procedia - Social and Behavioral Sciences*, 148, 146–152.
<https://doi.org/10.1016/j.sbspro.2014.07.028>

Mulyana, Dedy. 2004. Metodologi Penelitian Kualitatif. Bandung: PT Remaja Rosdakarya



Utilization of Big Data Analytics as a Tourism Marketing Strategy: a Case Study of Bantul Regency Tourism Sector

B HANS EDRIC H K, I Made Krisnajaya, S.IP, M. Pol. Admin

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Pramana, S., Paramartha, D., Ermawan, G., Deli, N., & Srimulyani, W. (2021). The impact of the COVID-19 pandemic on tourism in Indonesia. *Current Issues in Tourism*, 1-21. doi: 10.1080/13683500.2021.1968803.

PWC. (2014). *Barcelona as a Smart City: Lessons learned from the evolution of the concept and the influence of city attraction*. VII Conferencia Annual do Turismo Madeira.

Rahmadi, H., & Nugroho, S. (2022). Study of travel patterns in Bantul Regency, Yogyakarta after the Covid-19 Pandemic. *Journal of Social Science Technology*, 28, 607-620. doi: 10.47577/tssj.v28i1.5876.

Ramadhani, R. (2021). E-Marketing Village Tourism Development Strategy (Case Study in Puncak Tourism Village). *Journal of Robotics and Control (JRC)*, 2(2). DOI: 10.18196/jrc.2255.

Song, H. and Liu, H. (2016) "Predicting tourist demand using Big Data," *Analytics in Smart Tourism Design*, pp. 13–29. Available at: https://doi.org/10.1007/978-3-319-44263-1_2.